

## SUMMARY OF BARRIERS FOR EACH BEHAVIOR & PRIORITIZATION OF BARRIERS TO OVERCOME

BARRIER	Plant Native Plants	Maintain Native Veg (Prune vs. Remove)	Address Water Drainage	Leave Unarmored	Remove All Hard Armor	Remove a Portion of Armor	Replace Armor with Soft Shore Protection	Install Soft Shore Protection on Unarmored Property	Obtain Expert Advice	Build Further from the Shoreline than Current Regulations Require	Move Home Further from the Shoreline	A. Avg. % Concern With Specific Barrier	B. # of Segments Applies To	C. Priority Index (AxB)
Expense	20%		41%		62%	54%	56%	55%	51%		22%	45%	8	360
Concern With Erosion				59%	64%	61%	60%	41%				57%	5	285
Regulatory & Permitting Process					33%	28%	30%	57%				37%	4	148
Don't Know Enough	18%	22%	26%		14%	13%	17%	23%			11%	18%	8	144
Don't Know Who to Talk to	9%	12%	22%		9%	8%	5%	8%	19%		5%	11%	9	99
Time	10%		10%		11%	11%	9%	10%	16%			11%	7	77
Don't see the value									29%		48%	39%	2	77
Drainage isn't an Issue			52%									52%	1	52
Wouldn't be able to maintain extent of lawn/yard					17%	17%	17%					17%	3	51
Storms, waves or tides might change shoreline				50%								50%	1	50
Don't like the look of it	3%	16%	2%		4%	4%	5%	2%				5%	7	36
Might damage house											27%	27%	1	27
Trees & Shrubs Block My View	12%											12%	1	12
Property not right for it			10%									10%	1	10
Might block my view	9%											9%	1	9
Don't want building far from shore											5%	5%	1	3
Safety of Property	3%											3%	1	3
Wouldn't be able to extend yard				2%								2%	1	2
Property Not Big Enough										1%	34%	?	2	?
Other	16%	25%	5%	10%	17%	15%	11%	12%	19%	NA	16%			

## SUMMARY OF MOTIVATORS FOR EACH BEHAVIOR AND PRIORITY MOTIVATORS TO CONSIDER

[illegible]

If less expensive than hard armor to protect house											11%	11%	1	11
Gaining a beach					10%							10%	1	10
Get bigger yard or natural beach											3%	3%	1	3